

CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 09/13/05

AGENDA ITEM 4

WORK SESSION ITEM _____

TO: Mayor and City Council

FROM: Director of Community and Economic Development

SUBJECT: Preliminary Development Plan for the Cinema Place Project

RECOMMENDATION:

It is recommended that the City Council determine that the revised Preliminary Development Plan is generally consistent with the Plan approved on July 20, 2004.

DISCUSSION:

At its work session on July 12, 2005, the City Council reviewed a revised Preliminary Development Plan for the Cinema Place project. The Council expressed general approval but directed the staff and the applicant to refine the project. As previously reviewed, the project consists of a 12-screen theater, along with 12,505 square feet of ground-floor lease spaces fronting on B Street to provide for retail and restaurant activities, on the ground level. A second-story retail element (5,809 square feet) would be located between the theater entry and Foothill Boulevard. Its open deck (1,957 square feet) would provide an opportunity for outdoor dining.

Staff has reviewed the revised design and believes that, although there are changes to the size of the project and the façade, it is generally in conformance with the approvals previously granted and the modifications can be considered minor. According to the Zoning Ordinance, minor modifications may be approved by the Planning Director. Because there are no new significant environmental effects, nor an increase in the severity of previously identified significant effects, the City can rely on the previously approved Mitigated Negative Declaration for the modified project.

Design

The revised plan continues to create an identity on B Street with an open linear plaza (Plan Sheet 4), lined with palm trees and decorative light fixtures on either side; the light fixtures would match those installed along B Street. The two-story entry to the theater would be at the end of the plaza. Once at the plaza, the linear landscape and lighting elements, along with the outdoor dining activity, would draw people into the space. In response to Council comments, the box office has been relocated such that it serves as a focal point of the theater entry, centered between the entry doors. The entry canopy, upon which a theater sign is affixed, would extend over 12 feet beyond the box office to provide weather protection for patrons purchasing tickets. It would be semi-circular in plan, the shape relating to the circular structure at the corner of Foothill Boulevard and B Street. The plaza is 50 feet wide, similar to the curb-to-curb width of many downtown streets, and is 50-60 feet deep,

providing ample space for meeting and congregating. The use of palm trees may not be common in this geographical setting; however, they are one of a few landscape elements that can provide a striking vertical form and evoke a connection with Hollywood and film. The applicant proposes to use stained concrete for the plaza surface with tool joints to create the patterns shown on the plans. Staff recommends that the theater plaza be strengthened visually by the use of richer, quality materials. In this regard, an alternative to poured concrete is architectural concrete pavers, which would create a more inviting appearance. These pavers can be made an integral part of the architectural design with custom colors and aggregate blending.

The architectural design of the B Street façade (Plan Sheets 2 and 5) takes on the appearance of the Art Deco style, characterized by its smooth stucco wall surfaces, geometric and stylized motifs used in the open deck railings and cornices, and the vertical projections. The Art Deco style relates well to theater and restaurant activity. This style was widely used downtown during the 1940s. The motif selected to cap the theater entry is the same as that used as the cornice of the historic downtown post office. The façade of the theater entry appropriately extends above the roofline of the building to create a grand entry. However, without any significant depth to the extended wall, it takes on the appearance of a false front. Staff recommends that the sides of the façade return over the building roof to strengthen the appearance of this entry element.

Along B Street, the façade is broken into a number of smaller forms by the use of narrow, vertical "fins," or columns. The front face of the fins would benefit from additional edge detailing with an art deco motif. Between each fin, an awning is proposed over each storefront section. The awnings are placed such that they are lower than the full height of the storefront windows. This placement provides a good pedestrian scale and the glass above the awnings mimics the transom windows historically found in the downtown.

Councilmembers commented on the need for a strong architectural element at the corner of B Street and Foothill Boulevard. This plan maintains the two-story circular building element at that location (Plan Sheet 8), providing a break in the otherwise flat elevations. An architectural canopy of decorative metal is proposed over the first-floor storefront. The cornice consists of the same art deco motif as the theater entrance. A frieze has been added above the second-story windows, which consists of a double band with an art deco motif evocative of the design used for the second-story deck railing. Staff recommends that the windows be set into the wall surface at least 3 inches to create additional interest.

Overall, the color selection of brown tones does not lend itself to the exciting activity of an entertainment venue. The project would benefit from the addition of rich, vibrant colors to the palette. Rich greens and purples, as accents, could complement the City's street lights and the proposed awnings. Other elements that would benefit from additional color could be the secondary vertical elements, between the "fins," and the frieze above the open deck. Window frames throughout the project would show an aluminum color finish, as would the second-story deck railings.

The Foothill Boulevard and Theatre Alley elevations (Plan Sheets 2, 3, 6 and 7) are constructed of four different styles of split-face and precision concrete block. Horizontal banding, created by split-face block with 2-inch projections, corresponds with the banding in the more detailed B Street frontage. Staff also recommends that a variety of block colors be incorporated to highlight the banding. The Foothill Boulevard elevation steps back to create three distinct surfaces, and the Theatre Alley elevation two, to accommodate the difference in the angle between the streets and the

building. These wall segments are highlighted by supergraphics, which should be cinema-related. Staff also recommends the use of raised planters along Foothill Boulevard and Theater Alley. Raised planters, extending from the building face to the sidewalk, would provide a better transition between the streets and the building's two-story walls and a stronger base to the building visually. The planters along Foothill Boulevard could be pulled back a few feet from the sidewalk to create multiple landscape and architectural layers as well as allowing for a more comfortable pedestrian space during heavy crowd conditions.

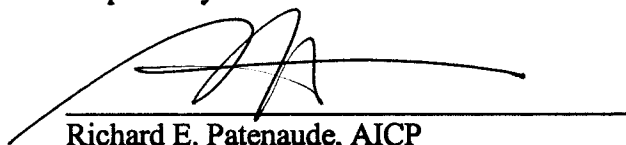
The revised plan does not indicate any architectural lighting. The applicant does not propose to use any neon lighting as part of the design. Councilmembers have previously indicated a preference toward the use of neon to add excitement to this entertainment venue; such lighting would be appropriate to highlight the art deco architectural detailing. Neon lighting would be especially effective along the horizontal banding in the block wall surfaces. The theater graphics on the walls along the Foothill Boulevard and Theatre Alley elevations would be lit by decorative wall-mounted light fixtures.

While the plans do illustrate the parking garage, it is the intent of the plans to illustrate the massing only and not the design. The City will be constructing the garage and its design will be subject to further review.

Next Steps


Staff finds that the revised plan is generally consistent with the previous City Council approval and guidance, and seeks Council concurrence with that finding. Council agreement that the revised plan constitutes a minor modification of the approved Preliminary Plan would allow the applicant to proceed with development of the Precise Plan, which could be approved administratively.

Prepared by:



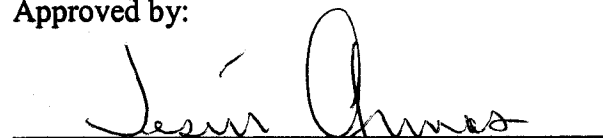
Richard E. Patenaude, AICP
Principal Planner

Recommended by:



Sylvia Ehrental
Director of Community and Economic Development

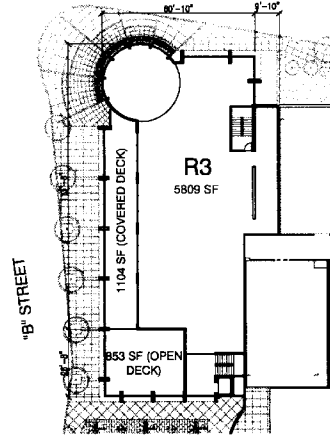
Approved by:



Jesús Armas, City Manager

Attachments: Revised Plans

9/06/05



Upper Floor Plan

RETAIL / RESTAURANT

R1: 7,358 SF

R2: 5,147 SF

R3: 5,809 SF

1,104 SF COVERED DECK
853 SF OPEN DECK

FRONT ELEV. LOBBY & STAIRS

339 SF 1ST FLOOR

400 SF 2ND FLOOR

BACK STAIRS

143 SF 1ST FLOOR

162 SF 2ND FLOOR

MAINT. / STORAGE RM./CORRIDORS

378 SF 1ST FLOOR

912 SF EXIT CORRIDORS

12 SCREEN

CENTURY THEATRES

1,876 SEATS

34,909 SF THEATRES / LOBBY

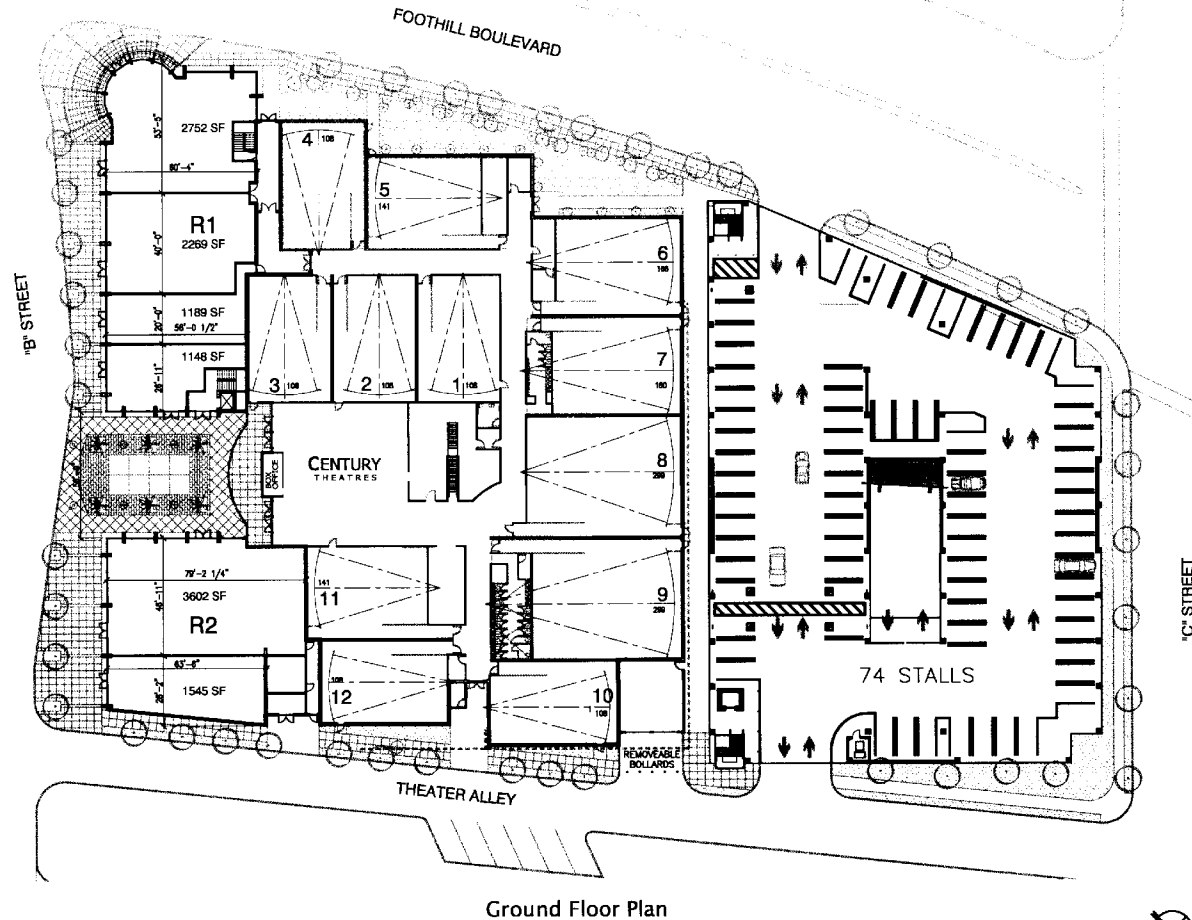
PARKING

1ST FL: 74 STALLS

2ND FL: 83 STALLS

3RD FL: 87 STALLS

TOTAL: 244 STALLS



Ground Floor Plan

August 26, 2005



CINEMA PLACE | HAYWARD, CALIFORNIA

09.02.2005

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FIELD PAOLI

DUE TO THE LENGTH OR COLOR OF
THE REFERENCED EXHIBITS, THEY
HAVE BEEN ATTACHED AS SEPARATE
LINKS.